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- (iii) Brand positioning
- (iv) Call-to-action (CTA)
- (v) Content distribution channels
- (vi) Engagement metrics

OR

- (b) Design a detailed content calendar for a fitness brand for one week, including themes, keywords, and posting schedule.
7. (a) Explain customer journey mapping and its role in delivering personalized content experiences across different stages.

OR

- (b) Analyze how content marketing, SEO, and social media algorithms work together to enhance brand visibility and reach.

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5603

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Unique Paper Code : 2034001217

Name of the Paper : Content and Brand Marketing

Name of the Course : **Common Programme Group G.E.**

Semester :

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains **two** parts. **Both** parts are compulsory.
3. Candidates have to answer **ALL THREE** questions in **Part A** and **ANY THREE** questions in **Part B**.
4. Questions in **Part A** carry **10** marks each and questions in **Part B** carry **20** marks each.

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PART-A

1. (a) Explain the concept of content marketing strategy.
How does it differ from traditional marketing?

OR

- (b) Discuss the role of audience segmentation in effective content marketing.

2. (a) Describe the importance of brand identity elements such as logo, tagline, and typography.

OR

- (b) Analyze how user-generated content (UGC) contributes to brand trust and engagement.

3. (a) What is search intent? Explain its types and importance in SEO-driven content creation.

OR

- (b) Differentiate between on-page SEO and off-page SEO with examples.

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PART-B

4. (a) Critically evaluate the role of storytelling in brand marketing. How does it influence consumer behavior?

OR

- (b) Discuss the integration of AI tools in content marketing. Evaluate their advantages and ethical concerns.

5. (a) Examine the challenges in measuring content marketing performance and suggest suitable metrics and tools.

OR

- (b) You are given a budget of ₹50,000 to promote a new eco-friendly product. Design a comprehensive content marketing plan including platforms, strategies, and expected outcomes.

- 6 (a) Write short notes on any **FOUR** of the following :

(i) Influencer marketing strategies

(ii) SEO audit

P.T.O.